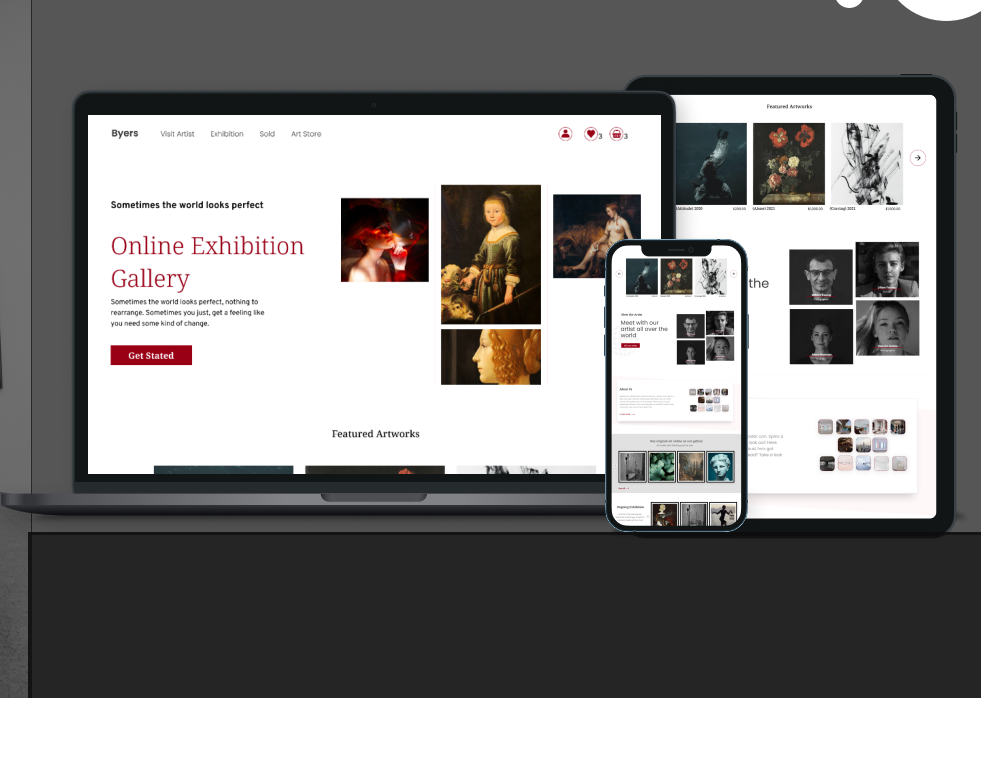
UX Case Study

Web/Mobile Online Art Exhibition Application

Has number of online exhibition. It gives Artist, Art suppliers and Art collectors the platform to buy/sell artworks from thier comfort zone, also to attend and schedule Exhibition.



Introduction

Byers Art is a web application that can be used by art enthusiasts: It provides artists and collectors with hassle-free commercial services, which includes: exhibitions for presentation, display and bidding of artworks.. Art enthusiasts need a platform that is devoted to simplifying the process of buying and selling of art works. Byers Art is a platform with increased convenience. It leverages on collectors making offers, writing reviews and gaining access to adequate information about all kinds of artwork.

Roles: UI Design Research Wireframe User Persona Prototyping

Industry: Art and lifestlye

Duration: 4weeks

The Problem Statement

Most galleries and art market structure makes it difficult for a myriad of artists to market their products and make a living. The nascent online art market incorporates future potentials that are affable to both buyers and sellers. The art market deserves a promising future, void of futility and alot of artist 'wait too long and not get' distribution. More so, since the outbreak of COVID - 19 crisis, numerous artists sought a platform to exhibit thier works.

> "HOW MIGHT WE BUILD A PLATFORM WHERE ARTIST CREATE EXHIBITION AND SELL TO POTENTIAL ART COLLECTORS"

Solution

The online Art market has salubriously evolved into a stolid platform for swift dealings on artworks . Responses in the Online Art Collector Report 2019 indicate that collectors value the ability to browse and purchase works from international art fairs and blue-chip galleries, without having to attend or visit them. Not necessarily because they do not like to attend the fairs or visit the galleries, but because it is not always a feasible option.

The COVID - 19 pandemic has affected every segment, including indiviuals and busineses. The ecosystem has continuously played a vital role all over the globe. Due to the COVID - 19 pandemic, there has been an increase in the clamour for online purchase of artwork. Furthermore, physical exhibitions and galleries all over the world have been closed down.

Artists and curators leverage on the internet to provide neccessary services to their collectors. Byers Art is a platform with increased convenience. It leverages on collectors making offers, writing reviews and gaining access to adequate information about all kinds of artwork.

Hypothensis

The hypothesis which i needed to validate based on the feedbacks from my research.

- Artists seeking alternative route to create exhibitions from thier zone and making earnings
- Artists being able to connect thier works with potentials collectors/buyers without a lot of papper works and connections
- Collectors making offers for a desired artworks with ease
- Artists and collectors selling and buying artworks from the comfort of their home

DESIGN STRATEGY

Target Audience

- Artist Between the Age Bracket 18-60
- Collectors Between the Age Bracket 18-70

Critical Success

- Promote art work to wider audience with ease and without papperworks
- Create Exihibitions and share to over 10,000 art collectors
- View/buy art works from your comfort zone
- Revisit art work multiple times easily
- Collectors can easily make bagains for artworks

Cross Channel

- Web - Both widows and IOS platforms
- Can be connected to other device like, Phones tab, tv

Bussniess Goals

- Making artists and collectors aware of the benefits of using the app
- Making profit from sales commission
- Matching collectors and professional artists
- Creating a simple and minilistic design interface

Brading and Marketing goals

- Selling of art works
- Generating traffic
- Increasing the traffic of the app through refer and earnings

General Task

- Sign Up
- Create profile
- Crate exhibition
- Attend online exhibition
- Buy art works from potential artists

DESIGN PROCESS RESEARCH

User Research

The user research was carried out by conducting interviews and sending out surveys to gain insight on how the users percieved the issue. the first stage of the design research was to determine the target users; Artists and Art collectors, the target audience age range; 21 - 60

I choose the qualitative and quantitative research pattern in other to understand the user pain point and motivation.

Competitive Analysis

We bench marked some art platfroms commonly used by our user group in other to guide us on what we are doing wrong or right. Each application has a unique value proposition but our main focus of comparsion where, sign up, enter exhibition page, artist application and price commision on sales. Also, the usablity problem was scrutinized, in other to improve on the projects by designing a less clustered interface.

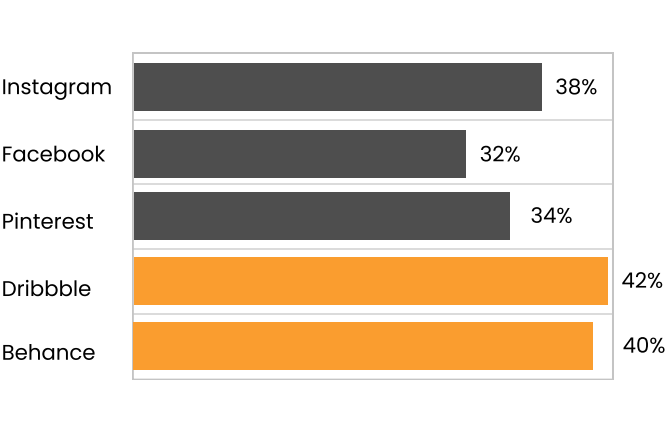
We looked at our direct and indirect competitors and commonly used application by our user group, The main focus on functionality were:

Functionality	ARTMO	theexhibit	ARTPLACER	SINGULART
Products Search	✓	✓	✓	✓
Exhibition interface	✗	✓	✗	✗
Products filters	✓	✓	✓	✓
Share and review	✓	✓	✓	✓
Make an offer	✓	✓	✓	✓
UI delivery	✓	✓	✓	✗
Payment methods	✓	✓	✓	✓

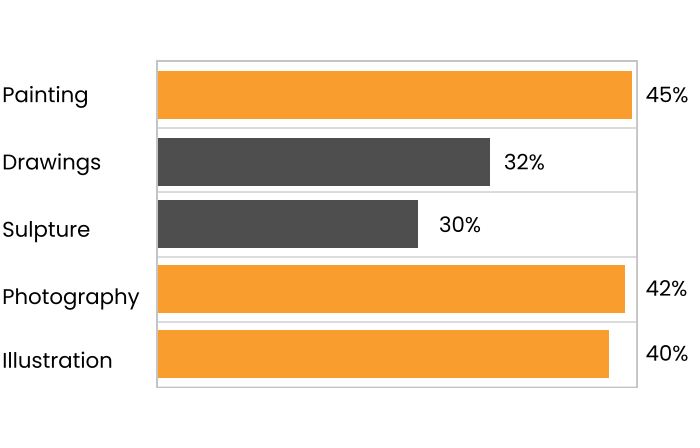
Qulitative

Around 200+ people responded to our survey and we collected following data and derived what was actually required by users.

What medium do you generally use to showcase your artworks?



What category of art do you like?



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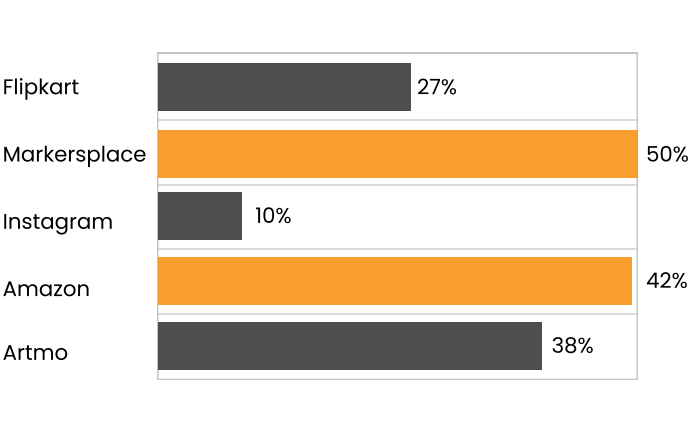
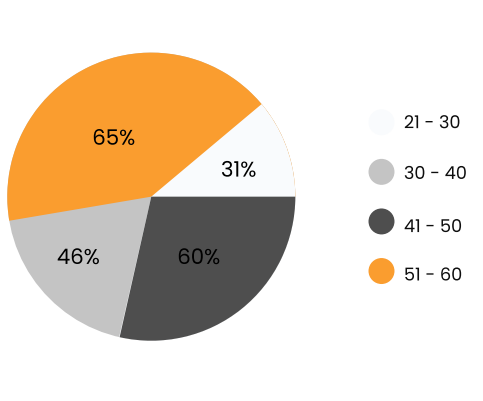
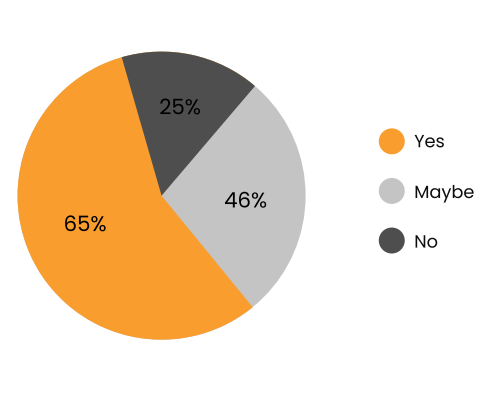


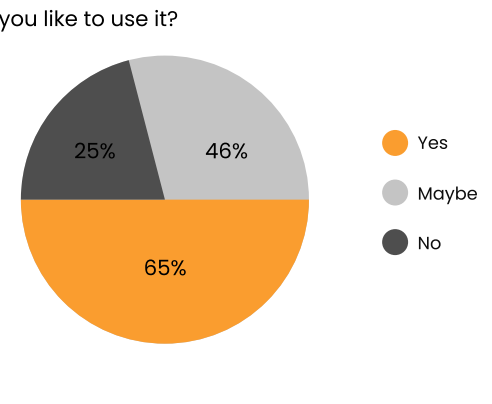
What age group do you fall?



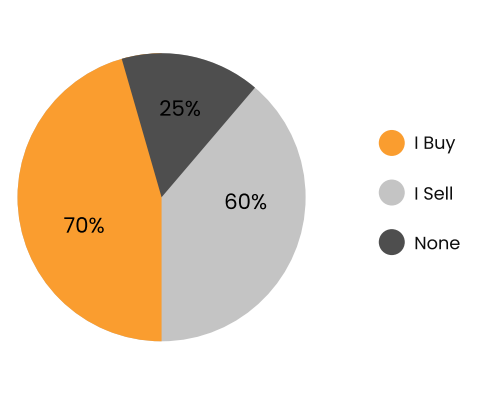
Do you enjoy buying and selling online?



If you get an online exhibition app for buying and selling of art work, would you like to use it?



Do you buy or selling online?



Quantitative

We interviewed around 20 users in other to gain more insight from our target audience, we categories our user into two type (Artist and Collectors

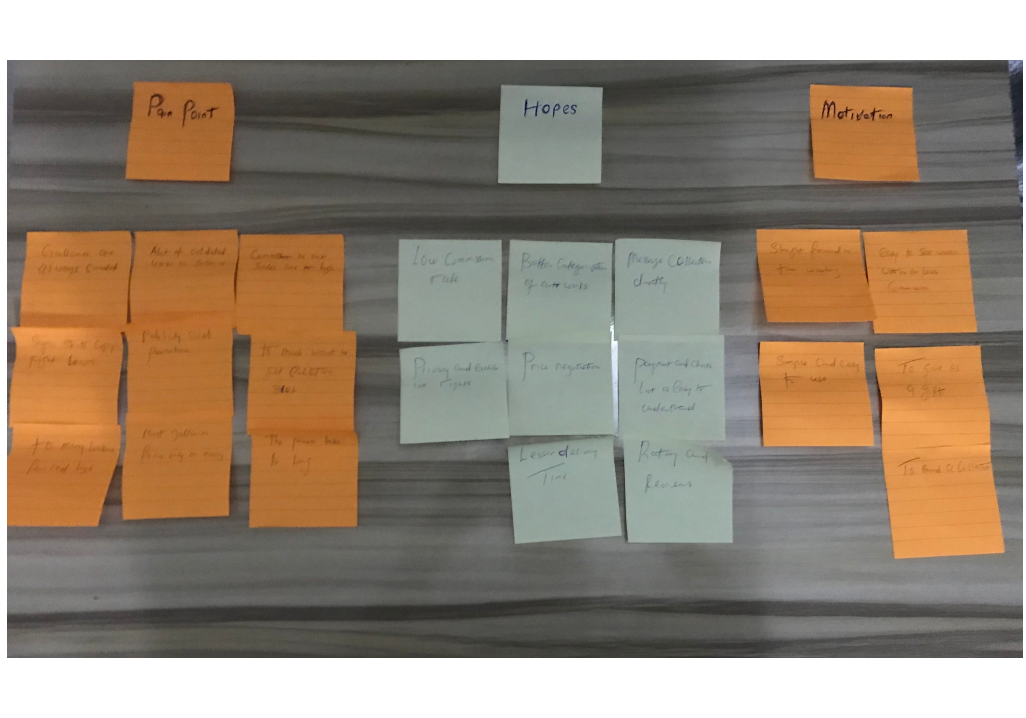
Interview questions

1. Are you a buyer or seller?
2. What inspires you as an artist?
3. How easy has it been to access gallaries during lockdown?
4. Tell us about your passed exhibition experience.
5. what are your biggest challenges selling or buying online?
6. If you have a magic a wand, how would you improve the buying and selling of art online? mention areas you would improve upon
7. Are you a private collector or distributor?
8. Where do you buy your artworks?
9. Do you prefer buying artworks online or offline?
10. what diffculties do you face buying art works online?

Goals of the interview

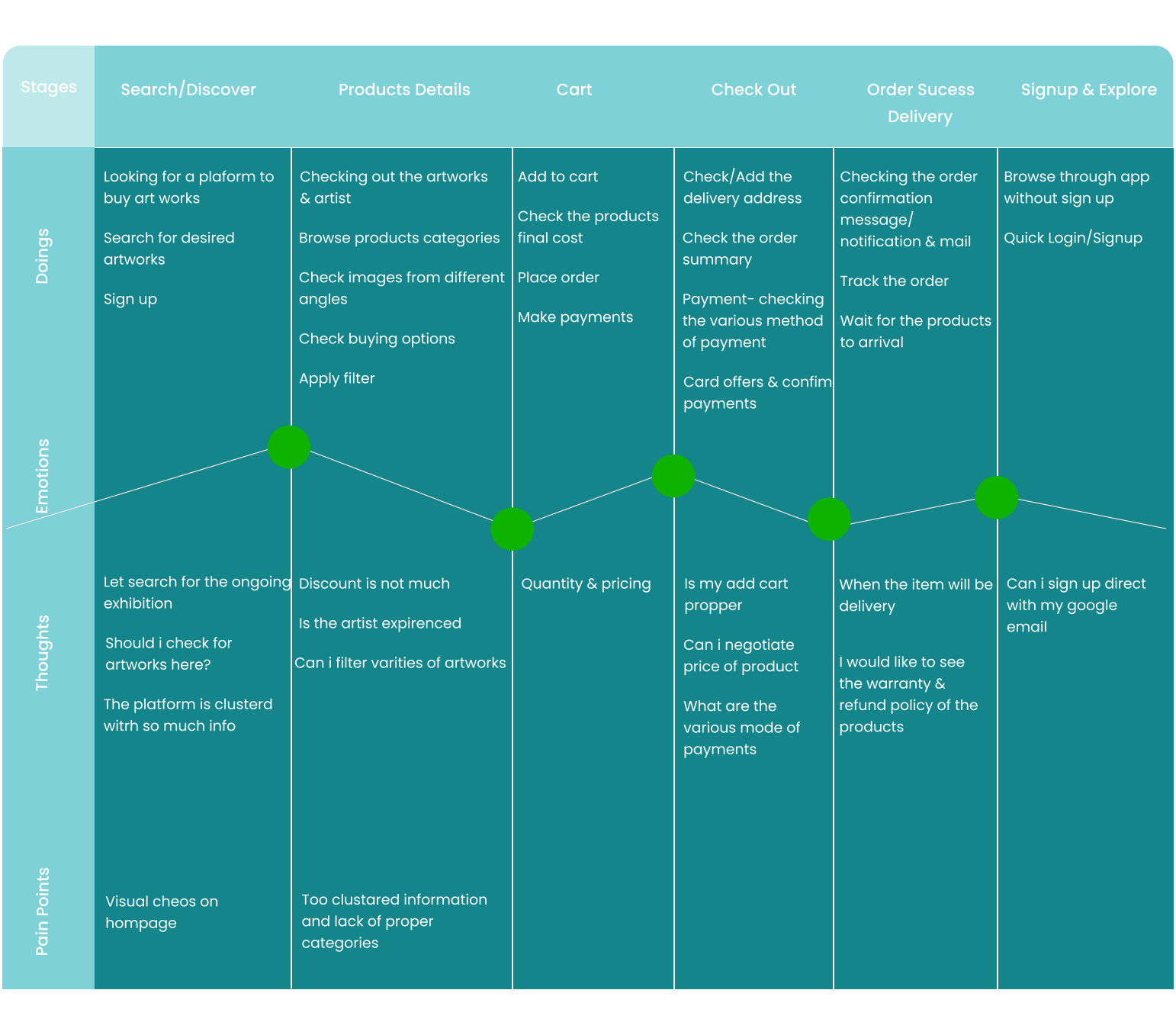
- Thier challengies and pain point with exhibition gallaries
- Find out thier experience with existing online exhibition platform
- Functions that pleases users withing the platform
- understanding the usability of the platform

After the interview I categorize the infomation from each interviewee under this categories **Pain point, Hopes and Motivatioin**



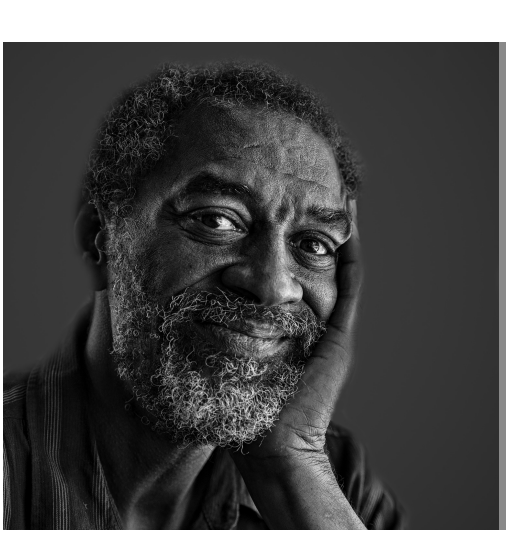
Thanks for the data of the survey i was able to gather some important insight.

1. Interviwees complained about lack of categorization of artworks
2. interviwees would like a platform where collectors can make price offer on artworks
3. Interviwees would prefer a platform that allow them to share their works with potential collectors around the globe
4. Interviwees want the general usability of the platform easy and simple to use



Stages	Search/Discover	Products Details	Cart	Check Out	Order Sucess Delivery	Signup & Explore
Doings	Looking for a plaform to buy art works Search for desired artworks Sign up	Checking out the artworks & artist Browse products categories Check images from different angles Check buying options Apply filter	Add to cart Check the products final cost Place order Make payments	Check/Add the delivery address Check the order summary Payment- checking the various method of payment Card offers & confim payments	Checking the order confirmation message/ notification & mail Track the order Wait for the products to arrival	Browse through app without sign up Quick Login/Signup
Emotions						
Thoughts	Let search for the ongoing exhibition Should i check for artworks here? The platform is clusterd witrh so much info	Discount is not much Is the artist expirenced Can i filter varities of artworks	Quantity & pricing	Is my add cart propper Can i negotiate price of product What are the various mode of payments	When the item will be delivery I would like to see the warranty & refund policy of the products	Can i sign up direct with my google email
Pain Points	Visual cheos on hompage	Too clustared information and lack of proper categories				

Persona



Melvin odrinde 57 Years.

Is a business man based in lagos Nigeria and treval for a bussiness metings on a daily basis, he's an art lover and likes artwork frammed in all his establishmen, but cant find time to attend physical exhibition he prefer relying on digital platform to buy artwork. "I frequently use digital platform, it easy and abstract no time wasting.

Goals

- Buy art works as quick as posibble
- To be able to visit exhibition from the comfort of my home
- Proper refund and return policy

Pain point

- Inability to make price offer for artworks
- Finding artworks from lesser know artist
- Making artwork more affordable
- Proper and safe delivery of art

Known habits

- Searching online for exhibition and putting down contact for exhibiton reminder
- Likes to decorate house with artworks
- prefer to shop online for artworks because it saves time

Favorite brands

Lisa Wheaton 32 Years

An art enthusist. I have been painting for 6 years. I was always drawn towards art works because i think painting portray what an artist can not sometimes articulate.

Goals

- Proper and safe delivery of art works
- To connect with others artist
- Hold online exhibition smoothly
- To gain a broader reach on collectors

Pain point

- Not enough social media followers to showcase my artworks
- Not enough reach worldwide
- Making artwork more affordable
- Proper refunds/returns policy

Known habits

- Searching online for exhibition platform to showcase my works
- Paint five times a week
- prefer to sell works online because it saves time

Favorite brands

User Epic and User stories

User story 1(Collectors)

I want to be able to negotiate price of the artworks so that i can buy at a convienient price

User story 2(Collectors)

I want a less clustard and easy to understand platform

User story 3(Collectors)

I wan to be able to get notification for upcoming exhibition events

User story 4(Collectors)

I want to have access to advance filtering options so that i dont have to browse through alot of products to find what i'm looking for.

User story 5(Artist)

I want to be able to works with little or no commision

User story 6(Artist)

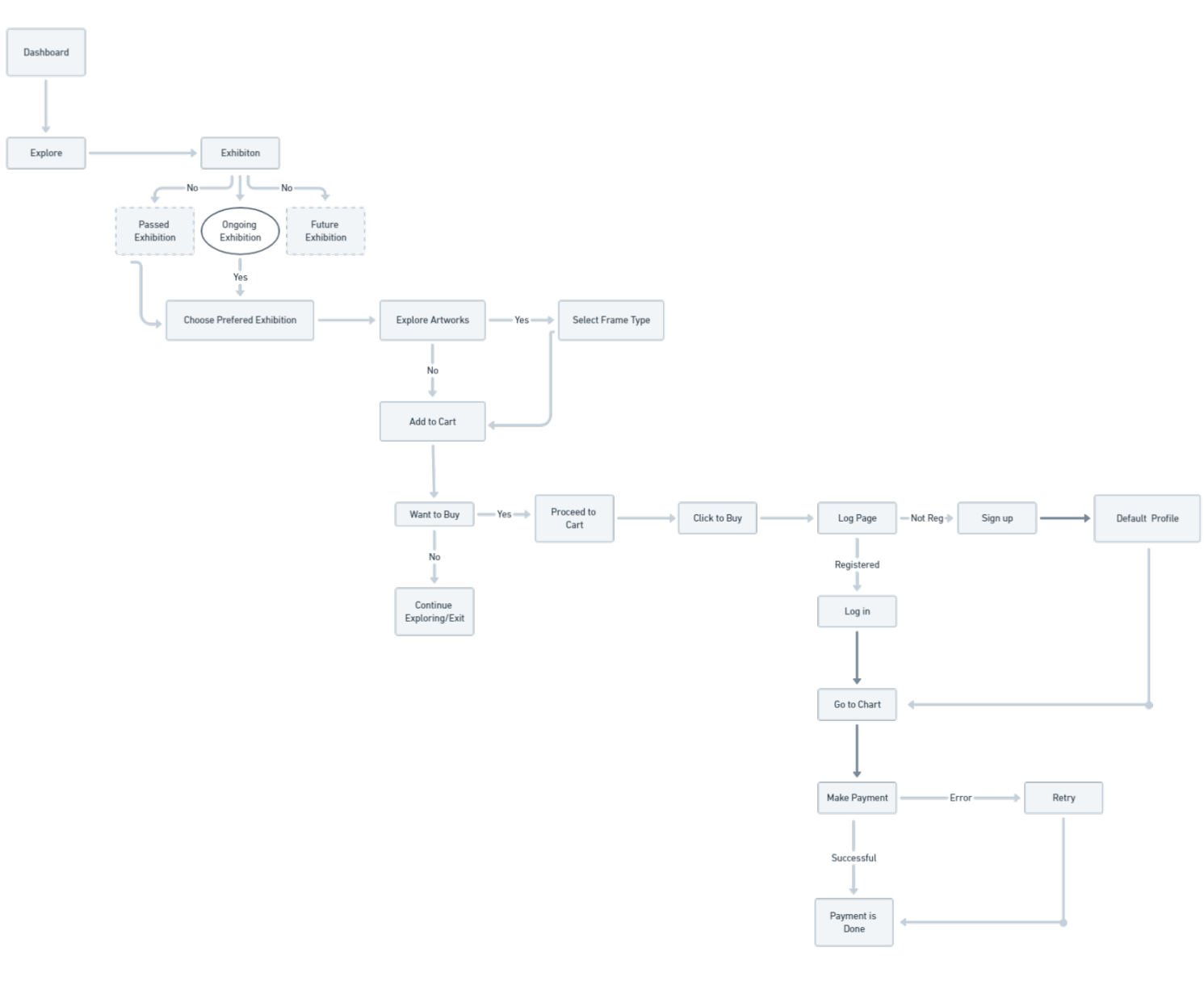
I want to be able to share my works with potential buyers

User story 7(Artist)

I want to be able to promote and publish my artworks

Task Flow

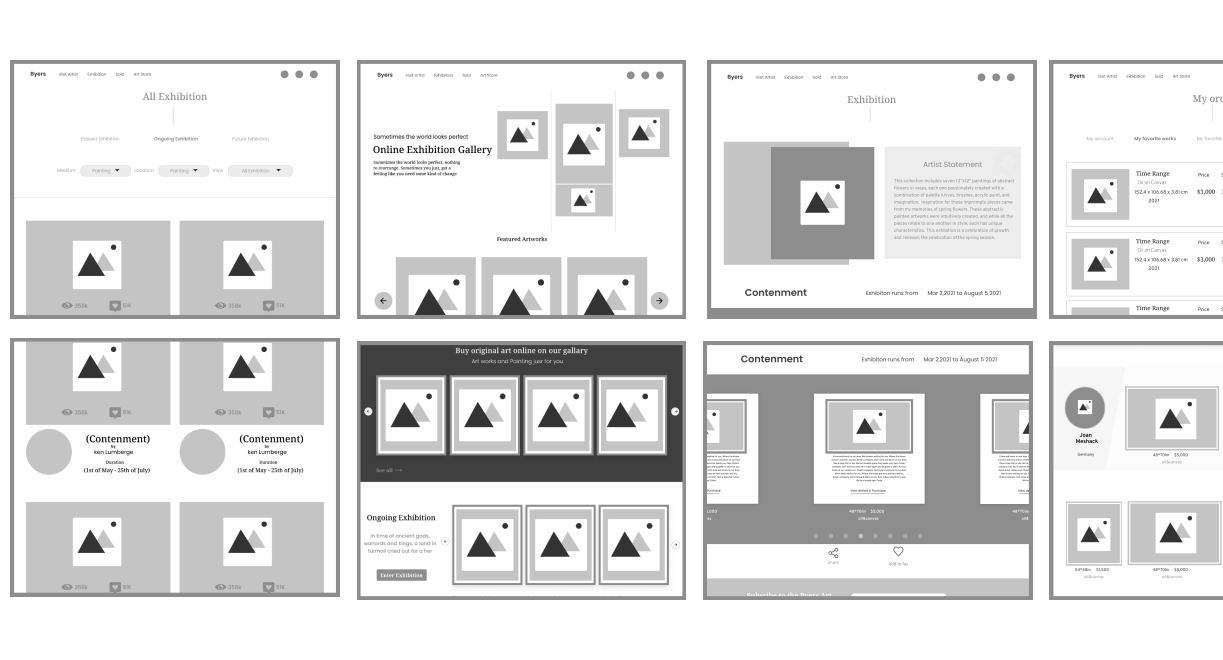
I crated a customer journey map to reflect the users' progress. the user task flow takes them from the entry point through a set of steps a succesful outcome and final action.



UI Delivery

LOW-FI Design

Based on the feedbacks and personal insights from the sketching phase, I began to design first wireframe using figma. I made sure to pirotise the features that would best address the needs of the user througout the web app, I processed with putting all together & designing the final UI



Brand Colors

Considering the fact that the application is for art industry, we decided to create a user-friendly atmosphere congenial to all potential users. We also wanted to project stability with colors that are mild and pleasing to the eyes.

Primary colors

Main Color
Hex #990015

Ligther
Hex #990015 70%

Subtle
Hex #990015 50%

Secondary colors

Accent Color
Hex #FFE9EC

Ligther
Hex #FFE9EC 70%

Subtle
Hex #FFE9EC 50%

Hex #2B2B2B

Ligther
Hex #990015 70%

Subtle
Hex #990015 50%

Complemetry Color

Hex #8d8d8d 70%
Hex #000000 70%
Hex #FFFFFF 70%
Hex #C4C4C4 70%

Semantics Color

Hex #1CBB0E	Hex #D00E0E	Hex #FCA71B
Success	Error	Caution

Typography

For the application, I chose Nuto Serif and Overpass front. Combining the two fronts aid the ease of usability for the application.

Noto Serif
Google front
Medium
Bold

Overpass
Google front
Regular
Extra light

Noto Serif
Characters
Aa

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Overpass
Characters
Aa

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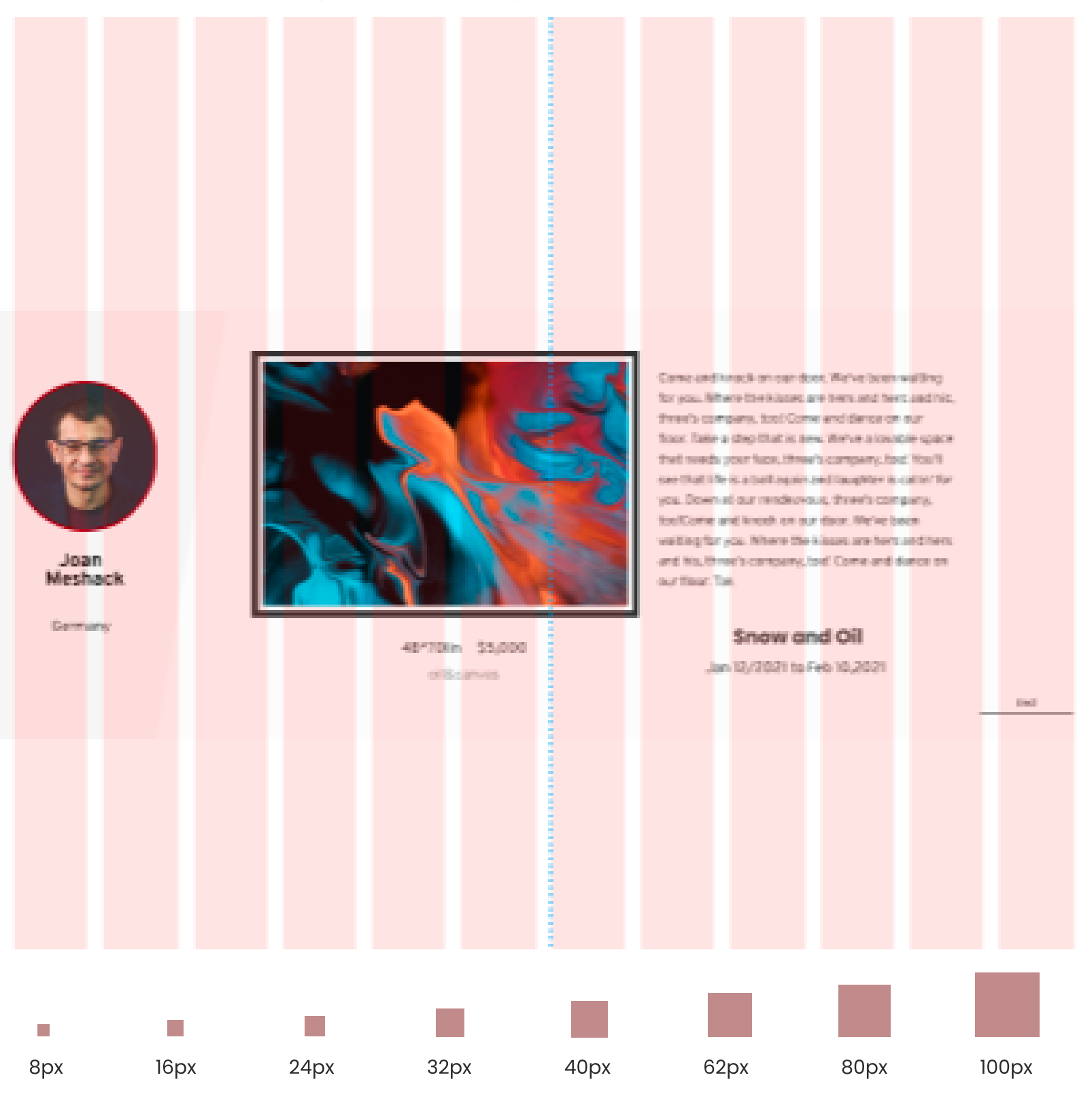
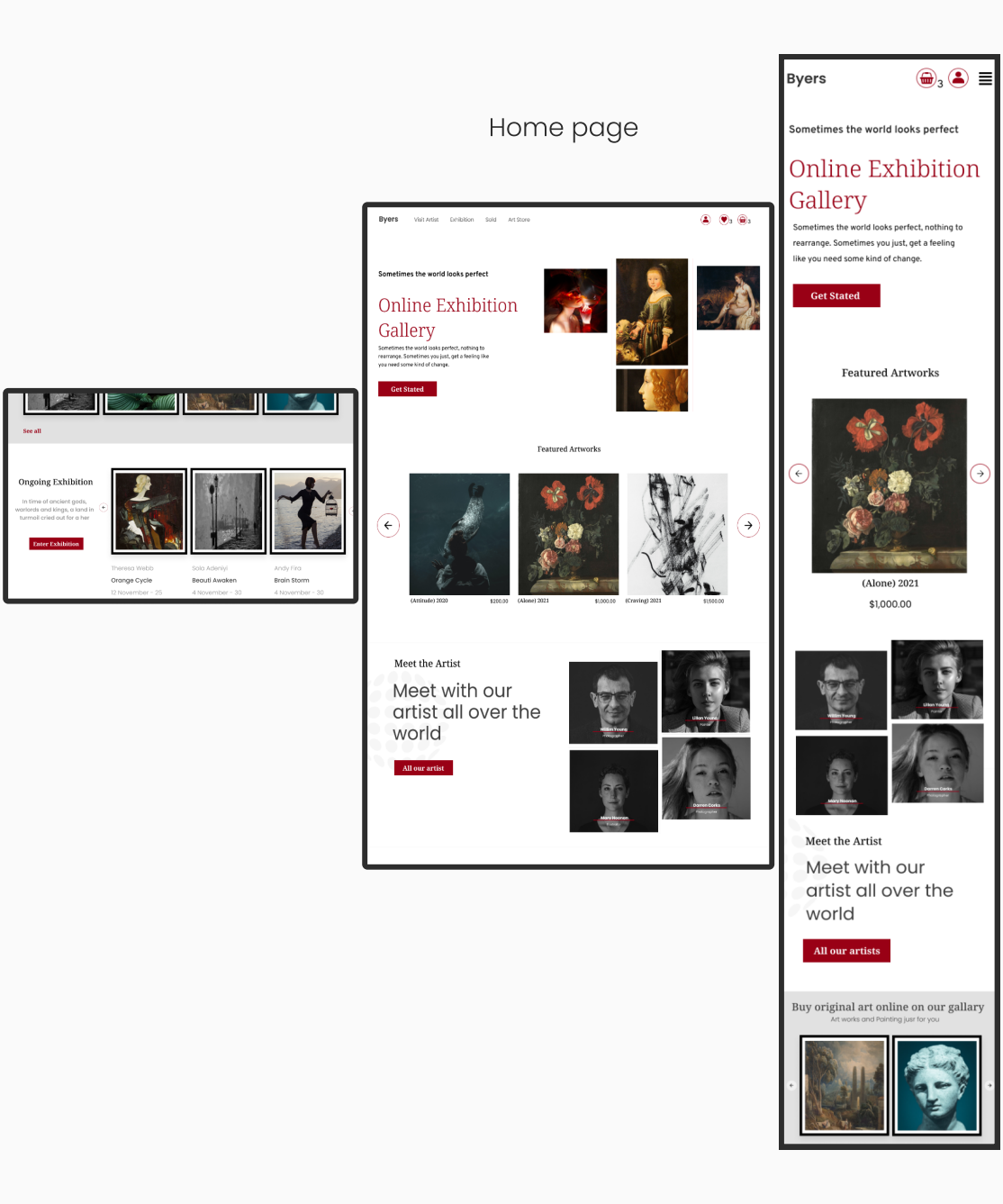
Grid and Layouts

12 Columns: Columns width90px; Gutter width 20px



Hi-FI Design

I design for web, mobile and ipad screen. You can find my initial exploration into how visual style might look like. I want the visual design to enphasize the core values, simplicity and creativity as well to keep in track with the current design trends.


Home page
Byers
Sometimes the world looks perfect
Online Exhibition Gallery
Get Stated
Featured Artworks
Meet the Artist
Meet with our artist all over the world
All our artists
Buy original art online on our gallary

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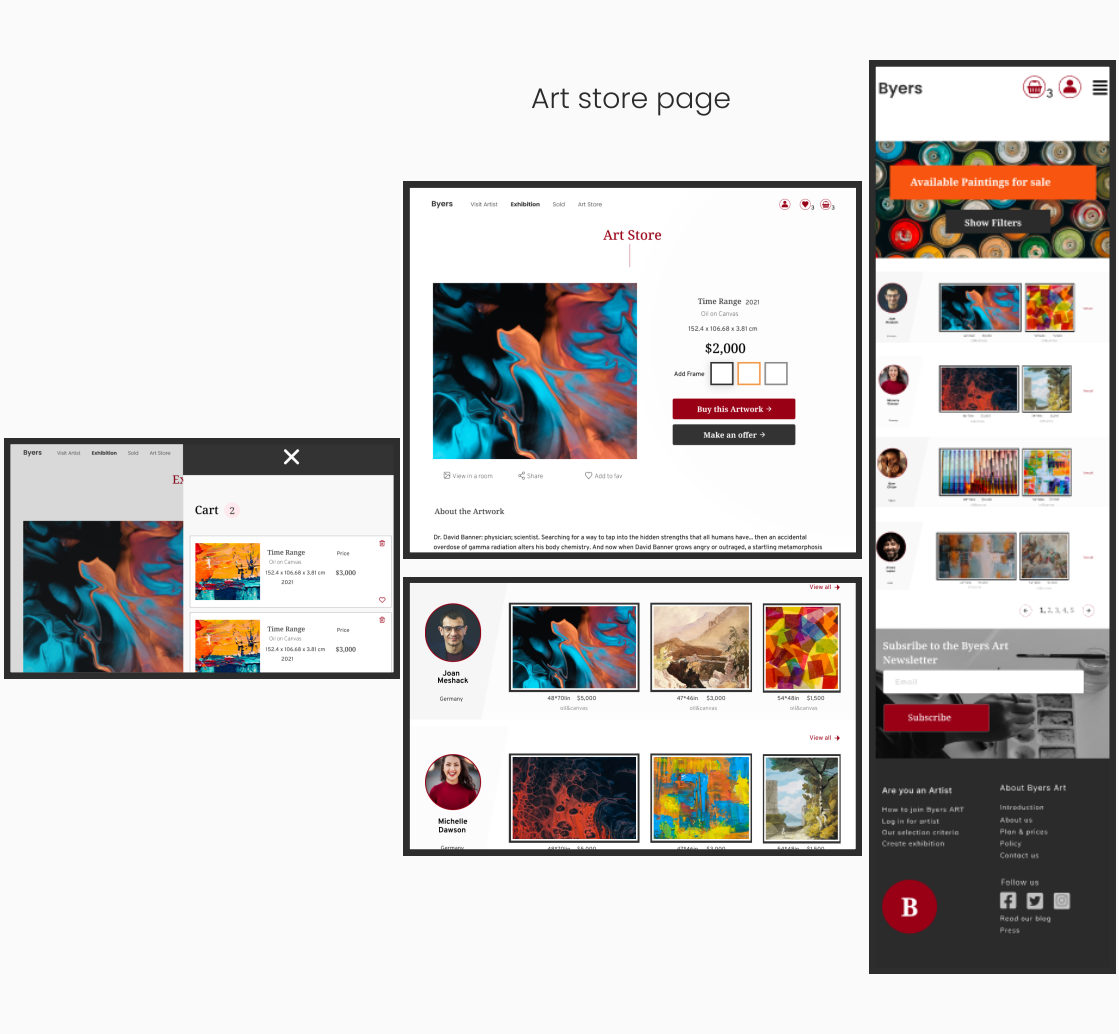

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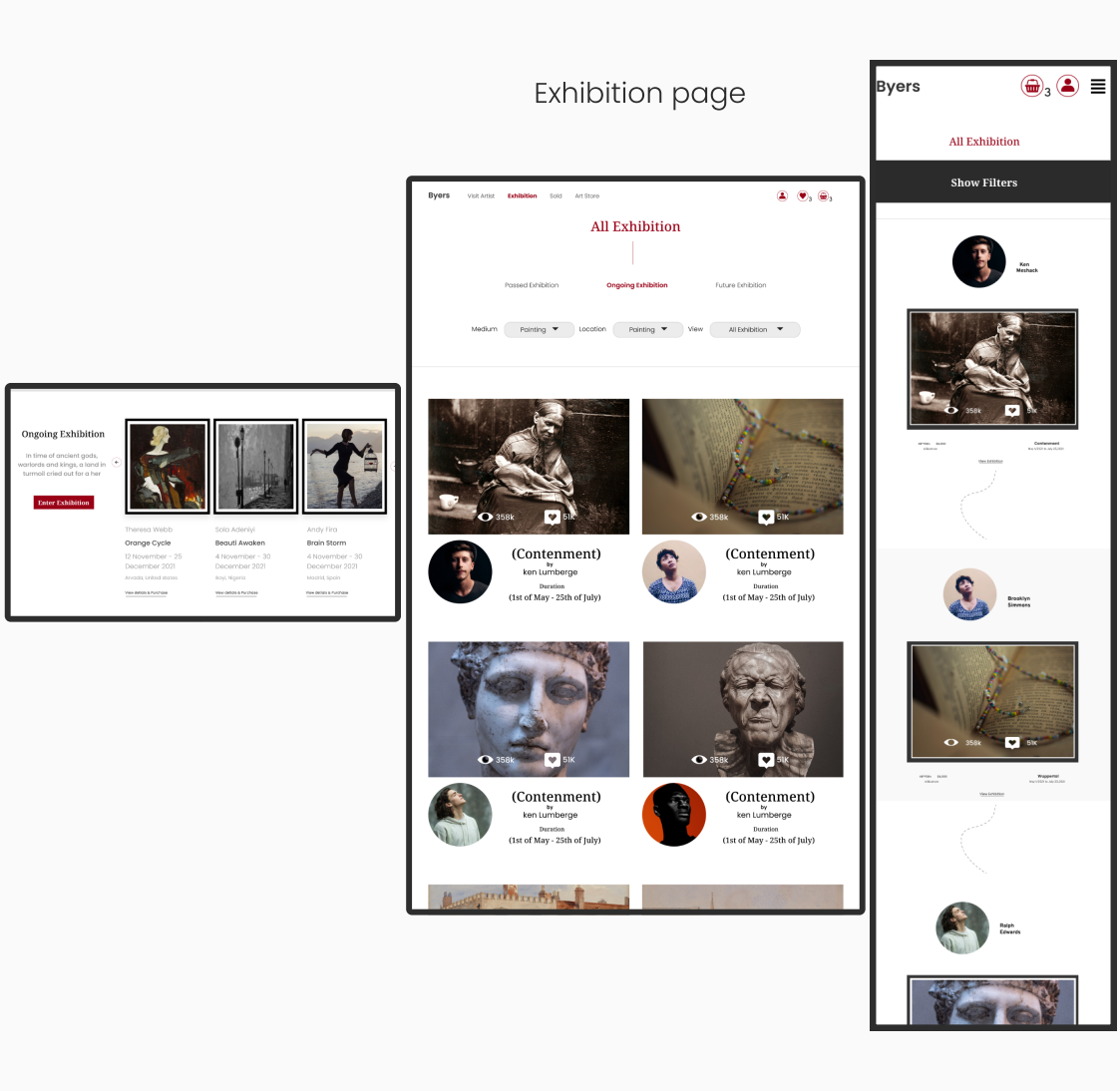
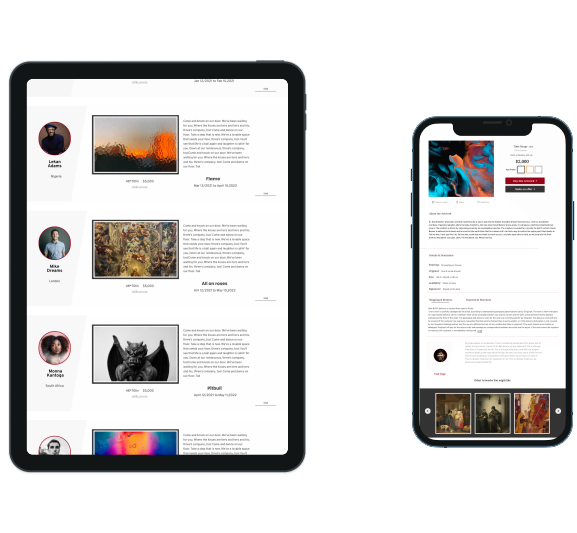


View Prototype

Other Device Exploration

I proceed to make fidelity wireframe of all possible device inother for our user to have alternatives to reach the platform. I tested this interface on some user to understand if the value prepostion and information architechture worked well.



User Feedback

The useability testing for "Byers Art" was perfomed with six representative in our target demographic. They found it easy and smooth to use, there were also few postive and negative feedbacks which helped me uncover opportunities to improve the overall user exeperience by building an effective, efficient and user friendly platform for my users.

Postive Feedbacks

- Colors looks fresh and website feels modern
- Adding make offer section is great, i get to negotaite price
- Exhibition page feels great
- Its feels good i can see artist credentias
- I like the way infomation is presented in every page

Negative Feedbacks

- I don't fine the about button, where i can read about Byers Art
- Inablity to find a paticular genre of art
- It's difficult to find manu
- I cant find the about button, Where can i read about Byers Art
- I should be able to follow artist

Learning and Next step

What i learnt from the design process

Designing Byers Art has been a very postive learning experience for me. I found the project refreshing as it open my mind about the art industry in general. The thorogh understanding of how user thinks and feel is important, it actually mininmize the pressure and axiety during design stage and lets me think about user needs and goal clearly

I also learnt features and tricks with figma which will diffiniately improve my works on the next projects i will work on, the projects has shapen my design thinking approach for future projects and i look forward to the next process.

Next steps

Byers Art is still not finished, actually i only started. Lauching the products will provide more insight on how to improve the products and i cant wait to get started.

Thanks for reading

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